

# Add value to your business – develop your team

## Announcing the *Business Reflections Mastery Workshops for improving your business...*

Currently we offer 15 workshops aimed at increasing the profitability/performance of your business. These workshops range between 120 minutes to five days and offer the unique combination of experience coupled with best of breed concepts from Australia and around the world.



### W H Y U S

1. One fixed price regardless of the number of participants
2. We come to you. We are totally flexible and will work around your time agenda.
3. We have substance. We come from a solid background of creating, building successful large to small businesses. Our teachings come from a combination of experience and acquired knowledge.
4. We offer best of breed training. We consistently invest in ourselves to offer the latest insights and strategies.
5. All our workshops are participative, allowing participant involvement. This involvement leads to commitment.
6. We are enthusiastic, passionate and motivating.
7. We enjoy what we do, in fact we love it.
8. We hand out notes and assign follow-up action steps to reinforce learning. In fact training can even be customised to meet competency standards as required.
9. We like to serve. It is a privilege not a burden.
10. We offer a money back guarantee if not satisfied with the content and/or delivery.

### W H A T W E D O

#### Workshop 1: USP & Guarantees

Most businesses and sales people fail to get the business because they cannot clearly articulate WHY their customers should deal with them. During this workshop, you will establish your Point of Difference and your Unique Selling Proposition that will set you apart from your competition. This workshop will set the course for success in everything you do including your sales force, promotional material, office communication and so on.

#### Workshop 2: Referrals and Networking

Referral business is the most cost effective business you can possible get. It produces the best results because it comes from your existing customers. This workshop will enable you to actually design a 'top gun' referral system for your own business. Look at the potential ... if you were to generate just one new client from customers that you already deal with. Your business could easily grow by 10% at virtually no cost and almost immediately and without much effort.

#### Workshop 3: Caring For Customers

Customers are 'cash rich and time poor' so they expect good service in the least possible time. Many businesses think it's about getting the customer in through the front door. It's much more than that ... in fact it's about looking after them to keep coming back. This workshop deals with handling complaints, the dos and don'ts of customer service including the art of communication, listening, overcoming objections and getting others to see your point of view. At the end of the day ... "he who serves best seldom loses".

#### Workshop 4: The Skills of Selling

The salesperson deals with lots of emotion and rejection. The effective salesperson knows how to overcome rejection and sells on emotion. This action packed workshop focuses on the 'buying process' to understand the customer. We also examine the psychology of selling and the motivations required to make the sale. We introduce the skills of time management, prospecting, qualifying, probing, closing the sale, and handling objections. This workshop will turn your salespeople into sales achievers.

#### Workshop 5: Getting the Business - Advanced Selling Skills

As we show your sales people how to increase their conversion rate and average dollar sales value ... their sales will leap off the chart. This workshop really gets down to the nitty gritty of selling and includes such things as:

- Territory management – business vs. consumer.
- Presenting yourself – the 'wow' factor
- Competitors and their point of difference
- Lead generation strategies
- Communications skills - probing, listening, presenting information in a logical sequence, Proposal writing.
- Selling buyer benefits
- Handling objections
- Closing the sale
- Telephone at Work
- Add-ons and Up-selling





**Workshop 6:**  
**You Can Negotiate Anything**

Everything is negotiable. The question is whether it is profitable and the right negotiation. Negotiation is a field of endeavor that focuses on gaining favor from people for things. In this workshop you will learn how to get the best deal every time. We will highlight the keys to successful negotiation and buying. Also define the variables and necessary characteristics to be a successful buyer.

**Workshop 7:**  
**Advertising that WORKS**

Millions of dollars are wasted by producing ineffective advertising. At this workshop you will refine your skills in how to write ads that work. From press ads, flyers, brochures and general advertisements. We cover such things as headlines, effective offers, how to use copy and graphics to lift readership of your ads. We need to break the clutter so you cannot afford to waste your money – you need responses to all your advertising.

**Workshop 8:**  
**High Performance Teams**

A business with a high performing team will always outsell and outperform the business that pays little attention to their people. This workshop will reveal the characteristics of high performance teams, how to achieve long term goals, effective communication between team members, focusing on others, willingness to take a subordinate role for the sake of the team, and the ability to be tenacious, hardworking and optimistic in the face of setbacks.

**Workshop 9:**  
**Common Understandings and Time Management**

Your PEOPLE (staff) can make or break your business. We all have varying beliefs and values. How are these aligned to your business and do your staff understand and share with you in your goals and vision for your business? This workshop is stimulating as it relates to your future direction and motivates your team members to achieve great results.

**Workshop 10:**  
**How to Make Direct Marketing Work for You**

Many businesses simply do not know the power of direct marketing and what it is. Every business could achieve greater response from their advertising ... immediately. Everything you do in direct marketing can be "tested and measured" to ensure you achieve maximum results for your investment. This workshop provides all the information and tools to allow you to implement effective direct marketing strategies in your business.

**Workshop 11:**  
**Backend Marketing**

Making sales at the front end is tough enough. The "gold nuggets" are typically at the backend... when you make the second-third-fourth-fifth sale and so on. Or when you serve them better and introduce new products and/or services while serving them better. This workshop will take participants through the checklists, the communication process and the vital steps to offering value added products and services that will make you massive backend profit at virtually zero marketing costs.

**Workshop 12:**  
**Workplace Safety - Hazard Identification and Risk Management**

With recent changes to the OHS Act and associated penalties for non compliance, businesses cannot afford to defer Hazard Identification in their workplace. This workshop assists business owners to identify hazards in the workplace and the development of a risk management plan.

**Workshop 13:**  
**You the Leader**

The art of Management is quite different to the art of Leadership. The principle of leadership and turning leaders into coaches is what this workshop is all about. We explore the setting of priorities, developing integrity, communication, creating a culture of change, problem solving, attitude development, developing people, vision, discipline and staff development.

**Workshop 14:**  
**Succession Planning and Performance Management**

How your staff feel about your business, what goals they set and how they achieve those goals is critical in the ongoing success of your business. This workshop gives you the tools to enhance productivity while increasing the motivation of your people. We actually provide you with the system to achieve this.

**Workshop 15:**  
**Time Management**

Everyone has more to do and less time in which to do it. Time is your most valuable tool. This workshop covers a wide variety of time management tools and techniques that will assist you to manage your time more productively and lead to you meeting your deadlines more consistently.

**WHERE TO FROM HERE**

If you are interested in any of workshops, please give us a call. We will sit down with you and focus on your needs. Our details are as follows:



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